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Architectural Guide Standards Ocean Avenue

FOR THE REHABILITATION OF COMMERCIAL PROPERTIES ON OCEAN AVENUE, SAN FRANCISCO

OCEAN AVENUE MERCHANTS ASSOCIATION

hci

82 01547

These Guide Standards have been prepared to assist the merchants and owners on Ocean Avenue to revitalize their street in accordance with an overall plan which will coordinate signs, provide a range of compatible colors, and preserve the california spanish style now prevalent on Ocean Avenue.

This project is supported by a grant from the National Endowment for the Arts in Washington, D.C., a Federal agency.

Prepared for the San Francisco Development Fund's Housing Conservation Institute by EDAWinc., September 1977.

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1. Purpose, Scope and Objectives

In recent years, the appearance and commercial strength of the Ocean Avenue shopping district have declined. The area is in need of physical improvements to reestablish a pleasant and profitable business environment.

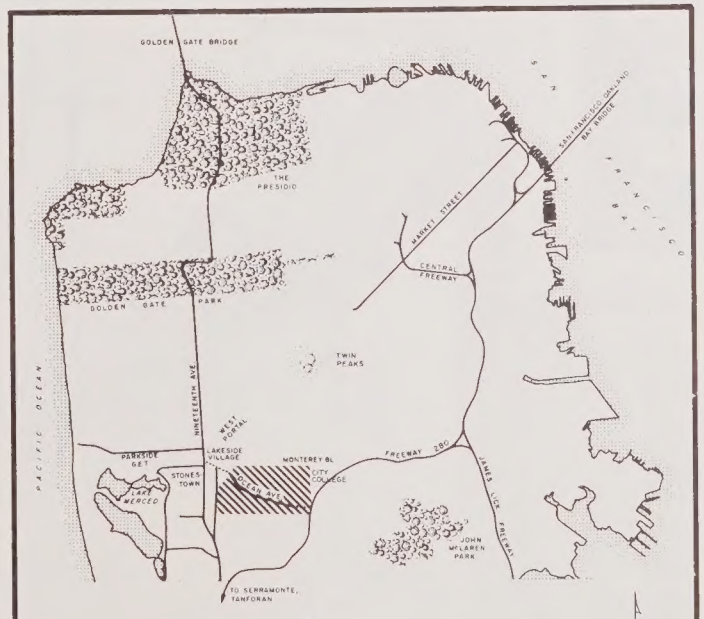
These Architectural Guide Standards deal with specifications for improvements to the commercial buildings -- the key component of the Avenue's image. These standards seek to unify and harmonize the Avenue's buildings through specific guidelines for architectural style, signs, awnings, storefronts, and coordination of color.

As these standards are implemented, the Avenue will present a healthier and more vital appearance, reflective of the merchants' interest in their concern for the quality of the Ocean Avenue image.

Use of these Standards

These standards have met the approval of the majority of members of the Ocean Avenue Merchants Association. The standards make provision for an Architectural Review Committee whose responsibility it shall be to review and judge proposed projects.

While these standards will not be a part of City codes or ordinances, and will not have legal status, it is expected that owners and merchants will submit proposed projects to the Architectural Review Committee and otherwise comply with the objectives of these standards.



Ocean Avenue Location Map

WESTWOOD
MARKET
QUASAR
PHONE

1700
OCEAN
600
FAXON

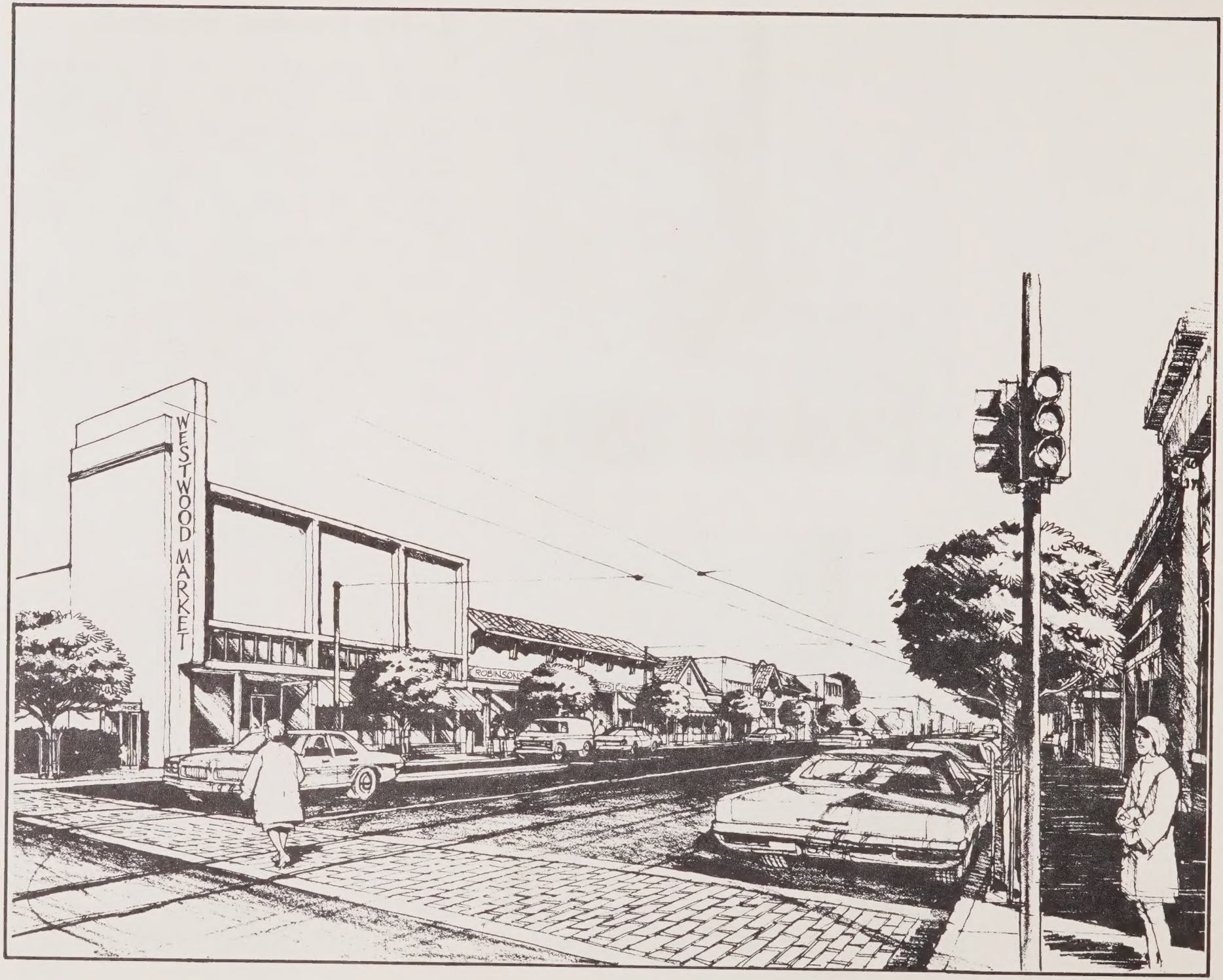
LAUNDERETTE
ICE CREAM

2. The Existing Situation

It has been said that "Ocean Avenue today is a generally unattractive street ... uninviting and cluttered storefronts...little overall coordination of architectural building styles or exterior decoration ... a clutter of signs that protrude from the storefront facades...the jumble of storefronts, signing, and billboards are in needless competition with one another." *

The standards seek to resolve these difficulties through simplification and unification of the commercial district's image.

* Ocean Avenue report prepared by San Francisco Development Fund and San Francisco Department of City Planning, April 1977, p. 17.


WESTWOOD MARKET
ROBINSONS

3. Summary of Recommendations

The recommended standards were designed to unify the streetscape image. On the one hand, these recommendations may appear to be contrary to freedom of individual choice. On the other hand, they are in consonance with attributes found in the most successful and attractive shopping areas, and do provide a wide latitude of choice in all categories.

Style

Maximize the expression of the California Spanish Revival architectural style that prevails in the neighborhood, in order to increase continuity and harmony. Use Spanish tile roofs and parapets, stucco walls, arched and bay windows, wrought iron work, etc. Emphasize clerestory window strips.

Signs

Reduce clutter and increase the legibility of all signs by coordinating letter style, size and placement. For principal signs, use strip signs applied to facade or conforming projecting signs. Encourage use of pictorial signs. Standardize window signs and address numbers.

Awnings

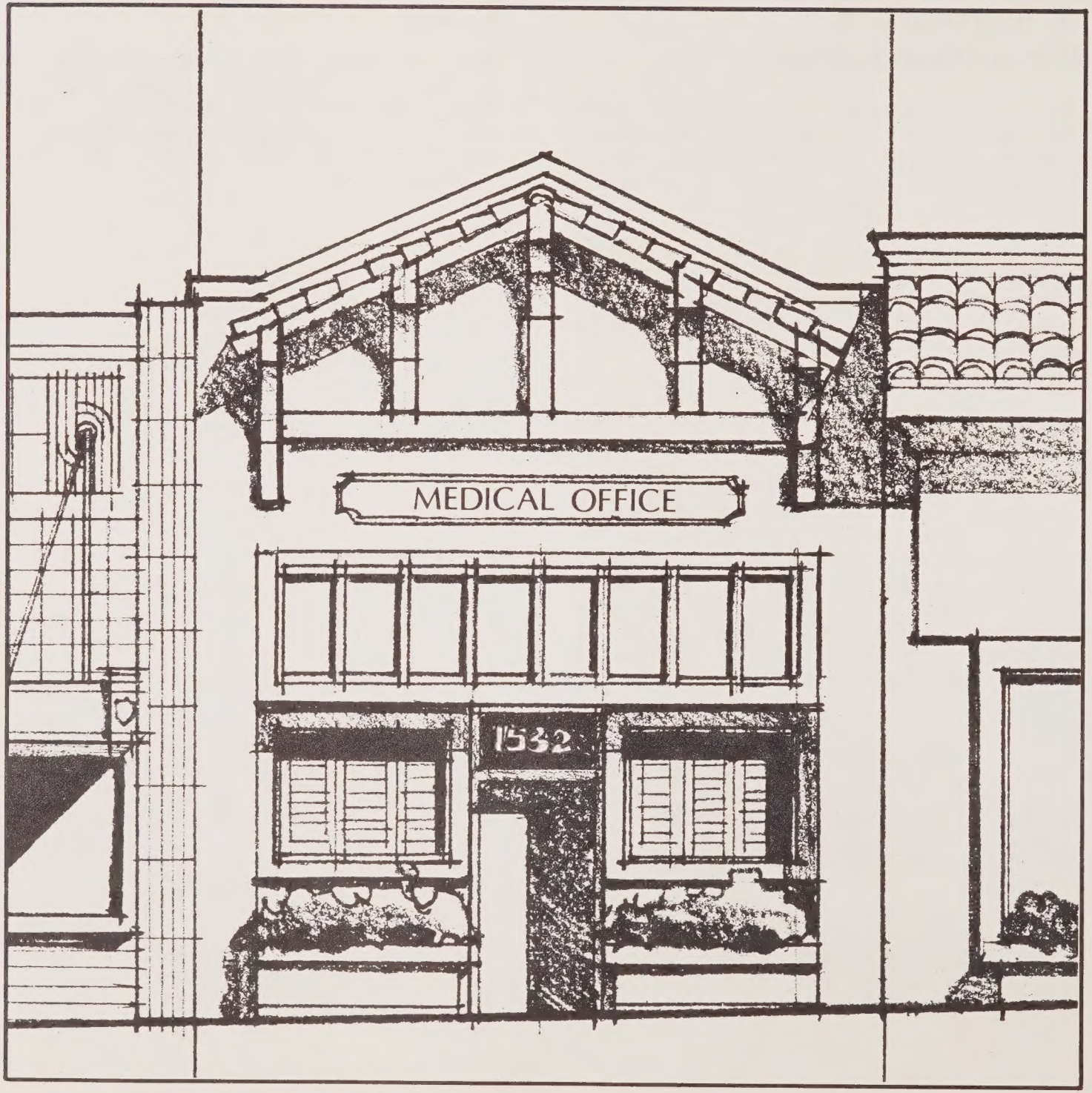
Use awnings for color accents and as an inexpensive technique to mask unattractive facades. Use yellow and yellow-orange colors at intersections and blues at mid-blocks.

Storefronts

Simplify and harmonize the diverse storefront appearances by using similar materials, colors, forms and details. Permit the window displays to dominate over the architecture and advertising.

Color Coordination

In order for the Avenue to present a cheerful and coordinated appearance, use a limited palette of warm, bright, earth tone colors for principal walls. Use dark, intense earth tones for contrasting trim colors.


MEDICAL OFFICE
1532

4. Architectural Review Committee

Prior to painting or any other exterior work, plans, specifications, and/or details of the work shall be submitted to an Architectural Review Committee composed of:

Roger Miles, President OAMA
1417 Ocean Avenue
585-7400

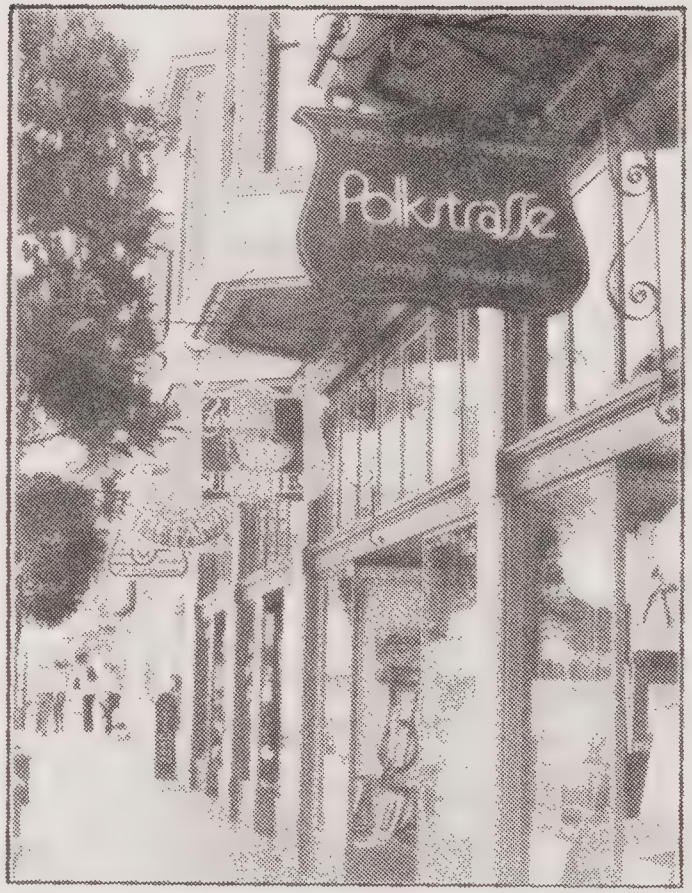
Howard Altman
EDAWinc., 50 Green Street
433-1484

Nat Taylor
S.F. Dept. of City Planning
100 Larkin Street
558-3055

Don L. Ralya
HCI, 315 Granada Avenue
586-8000

In the event a vacancy occurs on the committee, the remaining members shall designate a replacement. No member shall be entitled to any compensation for serving on this committee.

This committee's approval or disapproval shall be in writing, and shall be conveyed to the applicant within 30 days after submittal.



Competing San Francisco neighborhood shopping districts have applied similar treatments to store fronts as shown above.

5. Architectural Style

The majority of the buildings on the street have characteristics of the "California Spanish Revival" style. This style is typified by tile roofs and parapets, arched and bay windows, stucco walls painted in light colors with occasional metal grillwork and heavy timber details.

The architectural style objective shall be to develop this style to the maximum extent by use of the following techniques:

- o Preserve and restore those buildings that are exemplary of the style (e.g., Bank of America).

- o Rehabilitate those buildings which intrinsically possess the style, but which have been modified in ways that have covered up the characteristic details (e.g., Tommy's Produce).

- o Remodel those buildings that contradict the style by changing the facades to incorporate details typical to the style (e.g., Henry Horn and Sons).

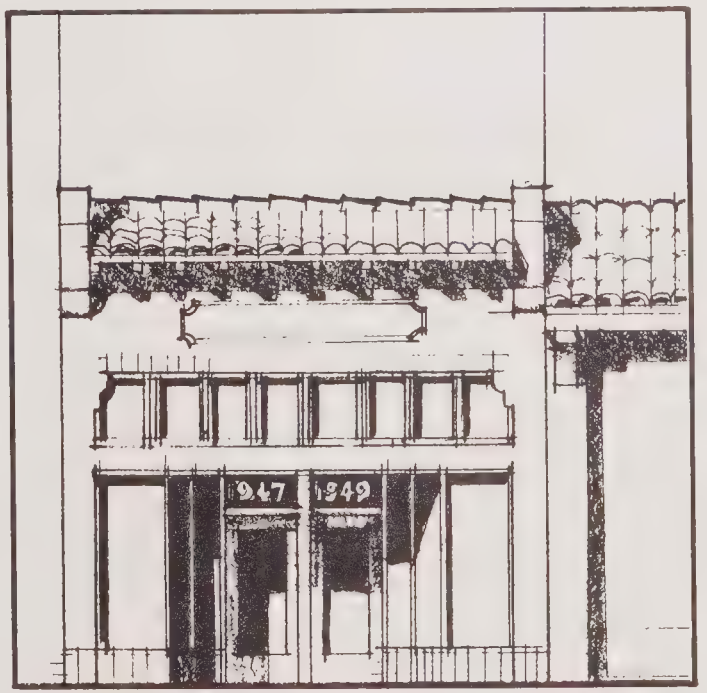
The proposed Design Guide Elevations in this report illustrate the application of style guide standards to overcome deficiencies.

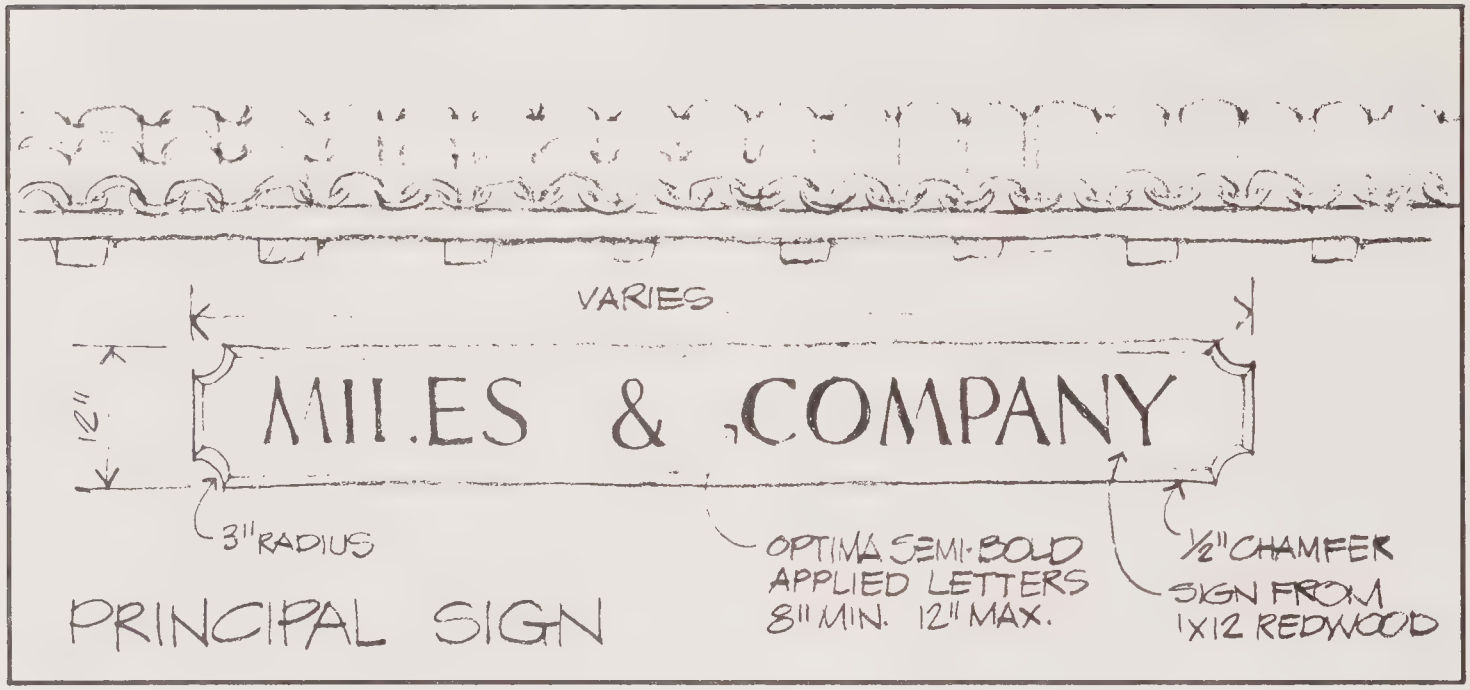
Style Guide Standards

Aspects of style are most strongly perceived at the upper portions of buildings, in the roofline and clerestory zones. General form, material usage, color, trim and window details are the most important communicators of style. They have to do with the bigger picture, the theme or setting, and not so much with the finer levels of detail. For the purpose of improving the business climate, the following guide standards are recommended:

Rooflines. Construct rooflines either with Spanish tile parapets or with shaped and molded stucco cornices. Achieve relative uniformity of roofline height.

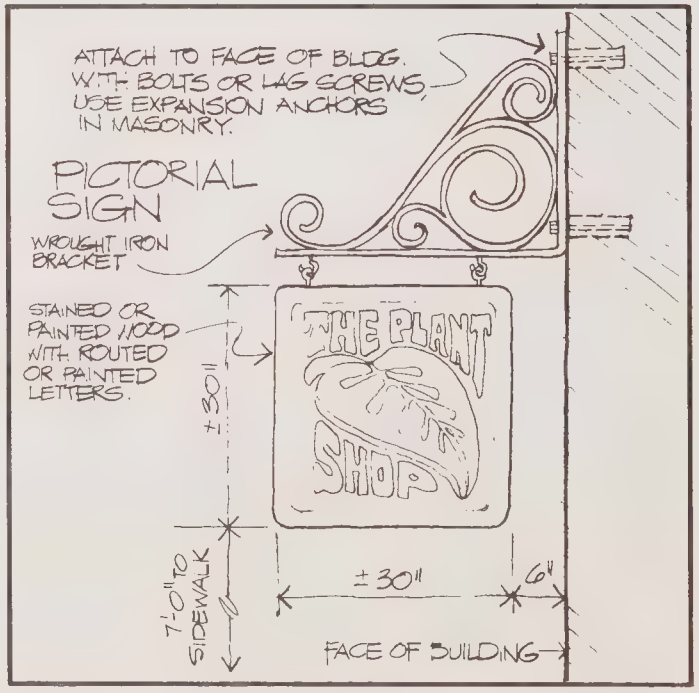
Solid Walls. Finish solid walls with painted stucco.





PRINCIPAL SIGN

WIDTH & HEIGHT OF PRINCIPAL SIGNBOARD WILL VARY WITH SIZE OF LETTERS AND LENGTH OF NAME. LETTERS MAY BE APPLIED DIRECTLY TO THE FACE OF THE WALL. IF THE BUILDING HAS AN AREA SUITABLE FOR THAT PURPOSE.


ATTACH TO FACE OF BLDG. WITH BOLTS OR LAG SCREWS, USE EXPANSION ANCHORS IN MASONRY.
PICTORIAL SIGN
WROUGHT IRON BRACKET
STAINED OR PAINTED WOOD WITH ROUTED OR PAINTED LETTERS.
THE PLANT SHOP
±30"
±30"
6"
7'-0" TO SIDEWALK
FACE OF BUILDING

Clerestory Windows. Construct clerestory windows in arched or rectangular styles. Achieve relative uniformity of clerestory location and sizing.

Trim. Use exposed heavy timber, metal or sculptured trim in conjunction with rooflines and windows. Paint or stain the trim.

6. Signs

The objective for signs shall be to develop a unified and coordinated graphic program for the commercial district that is highly and equitably legible, and works in subdued balance with architectural and other objectives.

Signs and graphic guide standards are as follows:

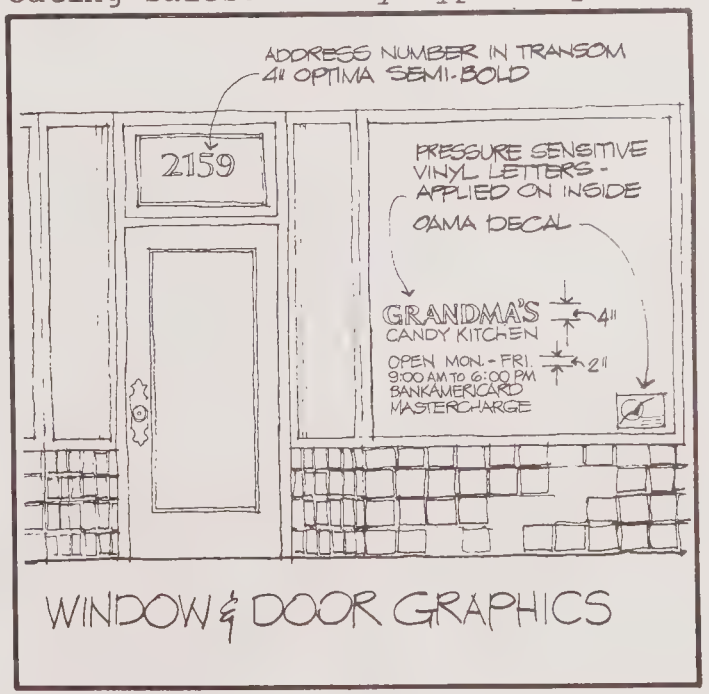
Principal Signs. These are the primary identification signs designed to attract the attention of both the motorist and the pedestrian. Sign strips should be attached directly to the building face. Sign strips are preferred over projecting signs for clarity of communication and unification of image. Reasonable consistency of location and size of principal signs is important to legibility.

Pictorial Signs. These are artistic and personalized expressions, usually symbolic or iconographic. They typically project from the building face and are designed and sized with a pedestrian emphasis.

Window and Door Graphics. These are primarily of pedestrian orientation and convey additional information about business details, i.e. name of owner, address, business hours, type of products, etc. Letters and numbers are usually applied to inside glass surfaces.

Portable Signs. Sandwich board signs are occasionally placed in front of doorways as additional attractors. These should be coordinated in material, color, and style with the remainder of the graphic program. Effective merchandising displays in windows would, to a great extent, replace the need for these signs.

Temporary Window Advertisements. These signs are taped to the inside of windows for the purpose of indicating sales. They typically con-



tain so much information that they become illegible, especially to the passing motorist whose impulse business the merchant hopes to attract. More effective newspaper or other forms of neighborhood advertising would reduce the need for this unattractive form of graphics.

Sign Guide Standards

As a means of achieving the desired sense of graphic order between inherently diverse elements, the following guide standards are recommended:

General Letter Style. Use OPTIMA semi-bold letter style for all signs. The style is highly legible and is suited to the "Spanish Revival" theme.

Principal Sign Strips. Letter size variable between 8" and 12" height, depending on opportunities afforded by the building. Fix three-dimensional letters directly to the building face in the zone between the first and second floor windows, or between first floor and clerestory windows. Where there is inadequate signing strip space between windows, locate letters above the clerestory windows.

Pictorial Signs. These signs are a matter of individual design. Size and shape may vary. Locate signs in the relative position of the sign strip. Signs shall not be mobile and shall be illuminated by remote external spotlights only. Fix signs to wall or column with metal hangers.

Window and Door Graphics. Use pressure sensitive vinyl letters applied to inside of glass; white letters for best visibility; 2" maximum letter size for windows; 4" maximum size for address numbers. Locate address numbers at center top of doorways or centered on door frame above. For solid doors or frames, apply three-dimensional letters directly to surface.

Remove All Billboards. As the commercial environment improves and income increases, there may not be the need for income provided by billboards. Removal of billboards at this point may contribute to the economic stability of the area.

Sign Lighting. Without controls, strip and projecting sign lighting can be as obtrusive as the existing condition. The objective should be to provide sufficient illumination to make signs clearly visible at night, without undue competitive attention to any particular sign.

Whenever possible, signs should be indirectly illuminated by incorporating lights into other essential fixtures, such as overhangs or moldings, where they will be out of view. No direct rays from the light source should be visible to the passerby. Signs which give forth direct light from within the sign, or through transparent or translucent material, such as neon signs, should be discouraged. Flashing or moving signs should never be allowed.

7. Awnings

The use of awnings can accomplish the following objectives:

- Unification of building facades through commonness of first level detailing.

- Where restoration of upper levels proves to be impractical, large awnings extending from roof lines to the tops of store windows can be a cost-effective and attractive alternative.

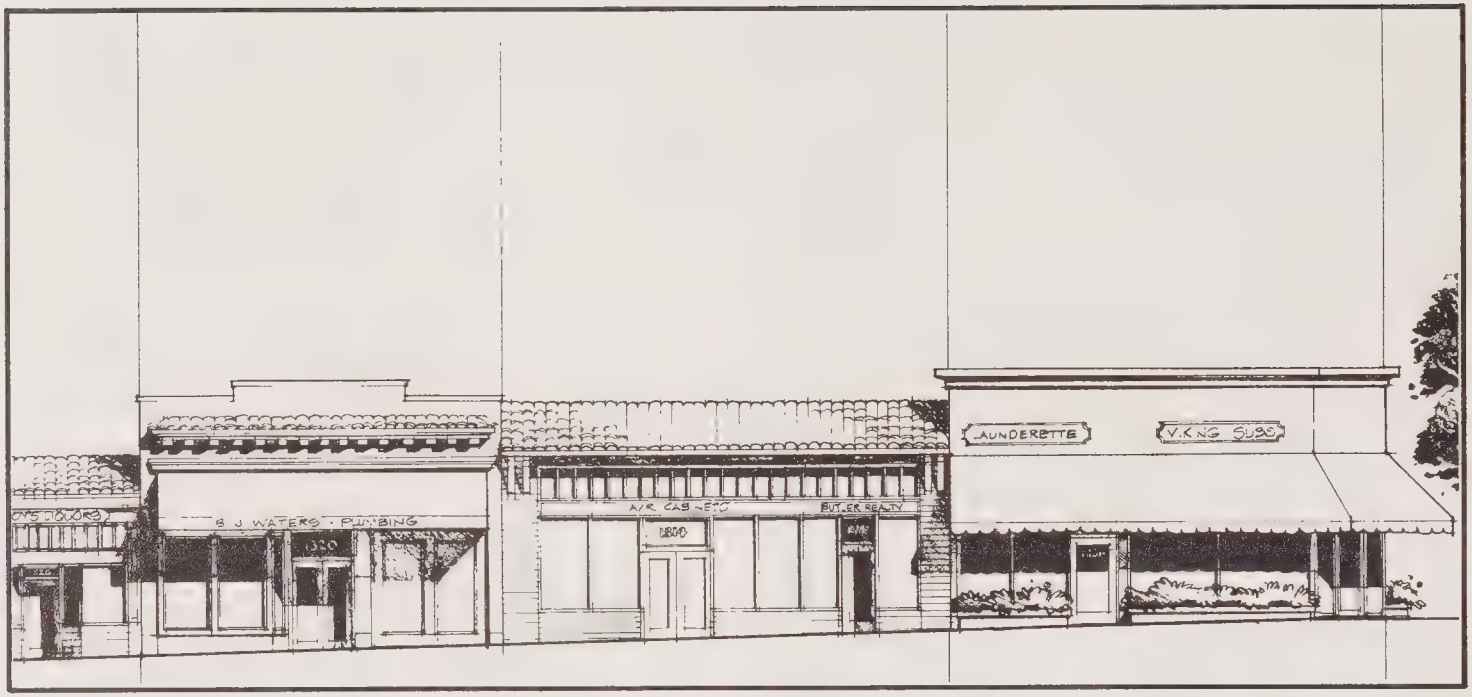
- Addition of interest through color accents. One concept would be to encourage the use of orange and yellow-orange awnings at intersection corners to highlight the importance of the nodes, while using a cool color, such as blue, in the midblock areas. This effect would add rhythmic unity to the streetscape.

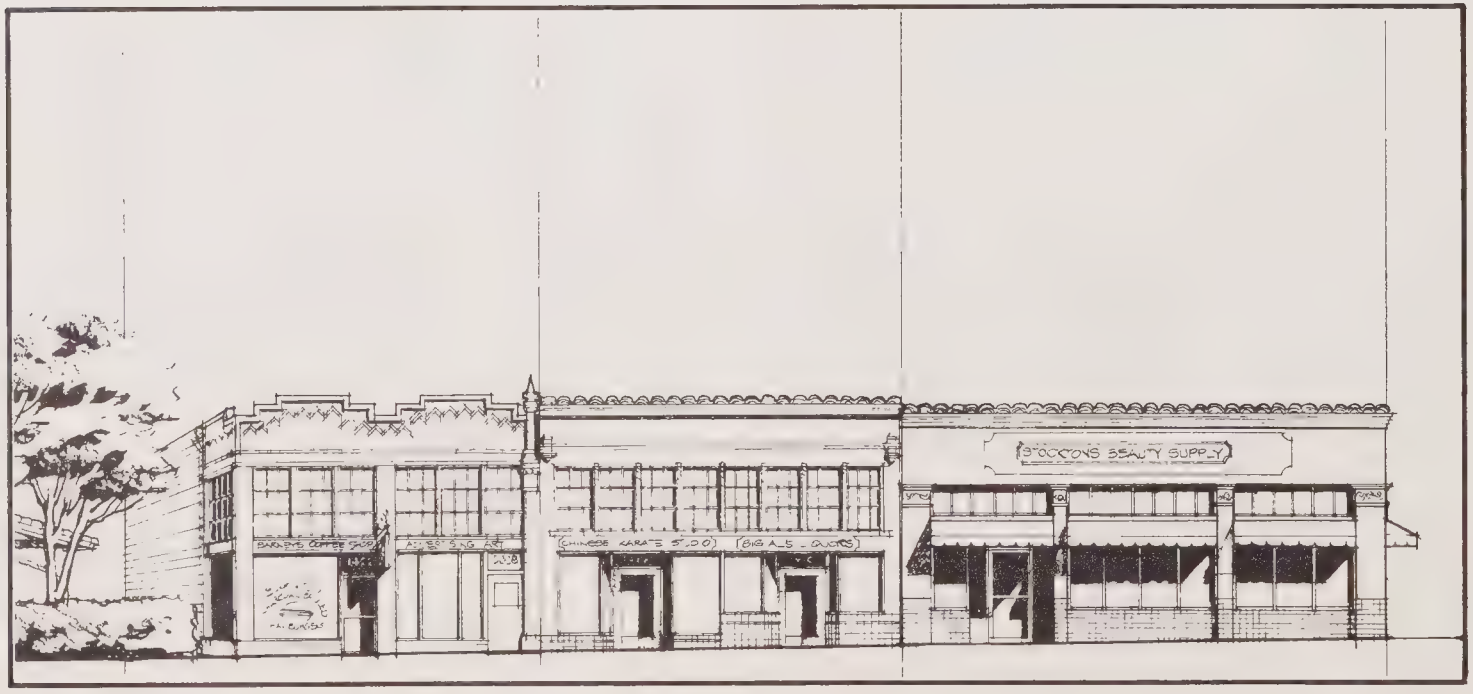
Awning Guide Standards

Awning forms should be either of the half-dome variety, reflecting the character of arched windows and doorways, or of the shed variety, consistent with the form of the typical parapet roof.

Choice of color should conform to the recommendation made above. Awnings should be solid colors rather than striped.

Cloth is the preferred material, though fixed or valence type awnings of solid materials are acceptable.


LAUNDERETTE
V.K.NG SUBS
B J WATERS · PLUMBING
A/R CAB~E.C
BUTLER REALTY


BROCKONS BEAUTY SUPPLY
BARRY'S COFFEE SHOP
CHINESE KARATE $7.00
BIG A.S - QUICKS

8. Storefronts

The great diversity in the appearance of existing storefronts creates a disjointed and disharmonious image of the street. The objective, as with architectural style, is to develop a feeling of continuity through the use of unified materials, forms, colors, textures and details at the first floor level. As modifications are made, it is crucial to establish design interrelationships between the architecture of the storefront and the remainder of the building above. Let such expressions extend from the ground to the roofline where possible.

Storefront Guide Standards

The typical storefront components include an indented entry area, entry paving, door and doorway trim, display windows and trim, splash panels (of tile, brick, stone or other decorative material), lighting, occasional planter boxes or planting areas, and miscellaneous hardware and security items.

Recommended guide standards for integration of components and coordination between storefronts are as follows:

Door and Window Trim. Use wood or metal; stained, painted or anodized accordingly.

Splash Panels. Use painted stucco.

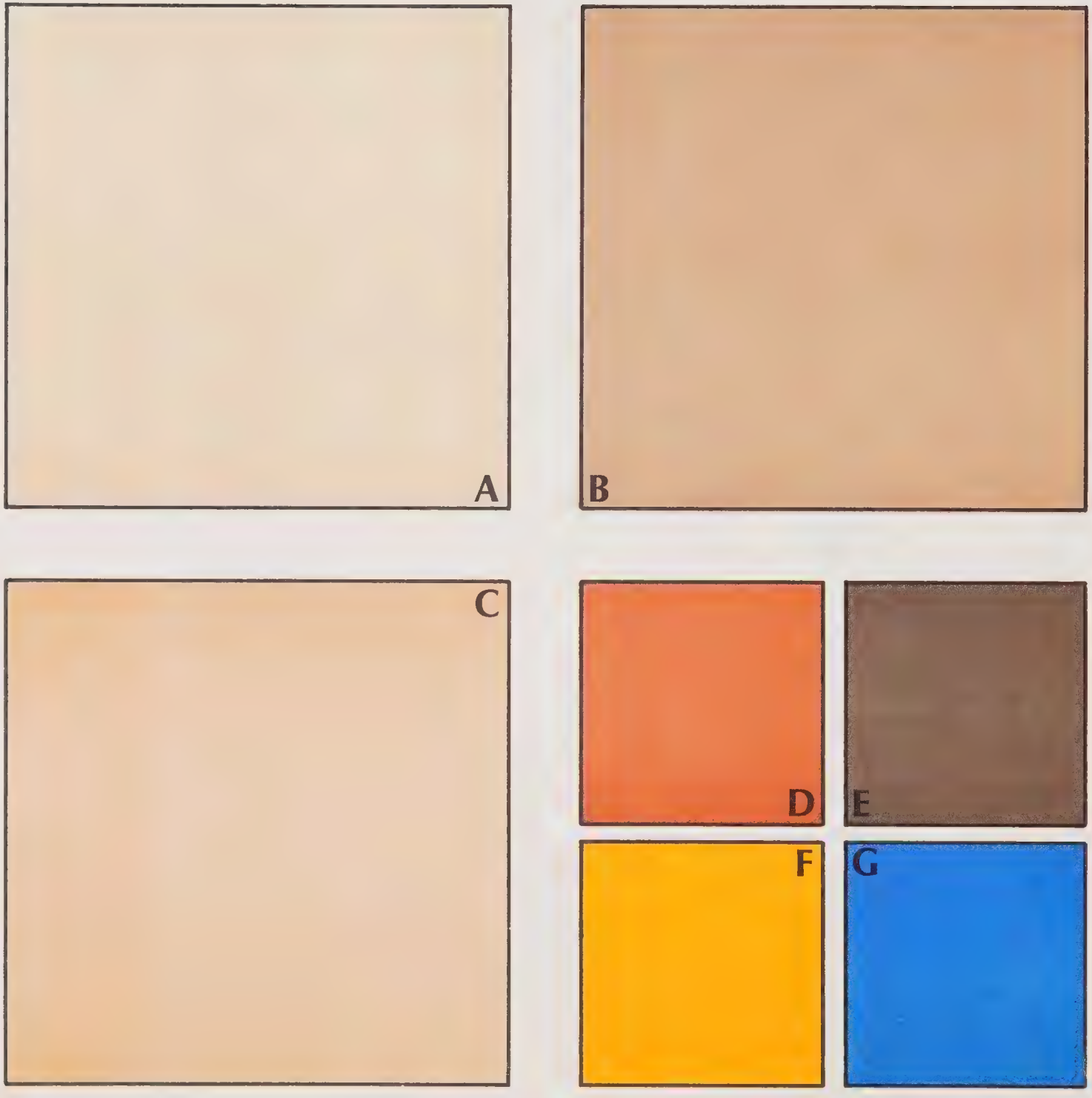
Entry Paving. Use exposed aggregate concrete or Spanish quarry tile.

Lighting. Light entry and display windows internally and allow the ambient light to reach the sidewalk for night security purposes.

Entry Areas. Construct rectangular entry areas in preferance to angular forms. The rectangular form is more appropriate to the Spanish Revival style, contributes to a greater sense of order, and provides better opportunities for the incorporation of entry area planting.

Planter Boxes. Incorporate free-standing wood planter boxes or built-in planters in the design of entry areas. Plant with boxwood hedge or flowering annuals and perennials.

Harmony Between Buildings. Achieve harmony of materials and colors for all buildings.


A
B
C
D
E
F
G

9. Color Coordination

The importance of coordinated color treatment for the unification of the streetscape environment cannot be overstated. Unity of color alone can transcend most inconsistencies in style and disparities in detail. Consider the unified image of many Spanish communities: all stucco, all white, except for blue or ochre bands at building corners and as splash panels at building bases. Certain important civic and religious buildings offer the only departure from the white with stripe motif. The principles of unity and variety are perfectly expressed.

The color coordination objectives are as follows:

> Develop a coordinated and simplified palette of principal, trim and accent colors for the whole Avenue. These colors will permit a range of choices and combinations of colors to be chosen by each owner or tenant. No matter what the chosen color scheme may be, and regardless of juxtaposition, the total effect will be harmonious.
>
> Provide a non-competitive backdrop of color that maximizes the effectiveness of signs, graphics and displays of merchandise.

Color Guide Standards

In order to meet the objectives of a unified and harmonious scheme of colors, the following guide standards are recommended:

Solid Stucco Building Walls. White, light buff, beige paint. (A,B,C)

Roof Tile. Terra cotta. (D)

Heavy Wood Timber. Dark brown stain. (E)

Awnings. Yellow or yellow-orange at corner buildings. Blue on all others. (F,G)

Planter Boxes. Dark brown stain on wood. (E)

Splash Panels. Same as wall color or contrasting trim color.

Molded or Sculptured Cornice Trim, Columns and Capitals, Emblems, Etc. Same as wall color, ochre, or rust-colored paint.

Window and Door Trim. If wood, dark brown stain. If metal, either dark brown paint to match stain, or dark bronze anodized aluminum.

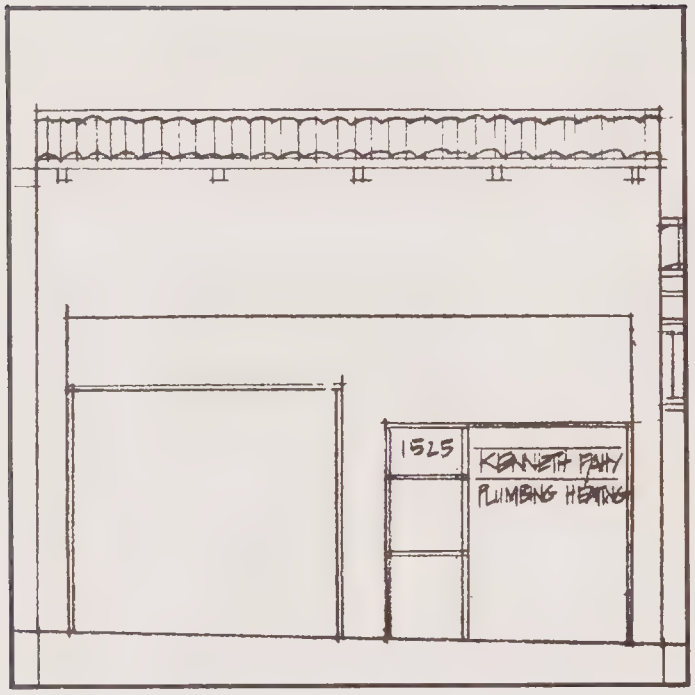
Sign Strip Letters. Dark brown.

Letters on Glass. White.

Projecting Sign Panels. One of the above paint or stain colors with contrasting letters.

Pictorial Signs. No restrictions.

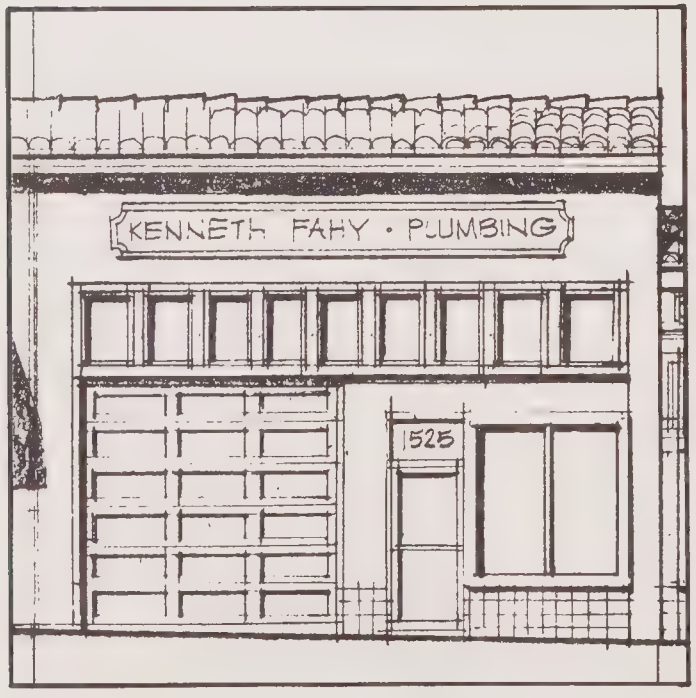
Doors. If recessed, no restrictions. If flush with facade, dark brown, ochre, or rust-colored paint or stain.



10. Approval of Standards by Ocean Avenue Merchants' Association

This document has been approved as the official Architectural Guide Standards for Ocean Avenue by majority vote of the members of the Ocean Avenue Merchants Association, as of September, 1977.

It is expected that each member will, before painting or remodeling, submit plans, details, and specifications to the Architectural Review Committee as outlined in these recommendations and will substantially comply with these standards.



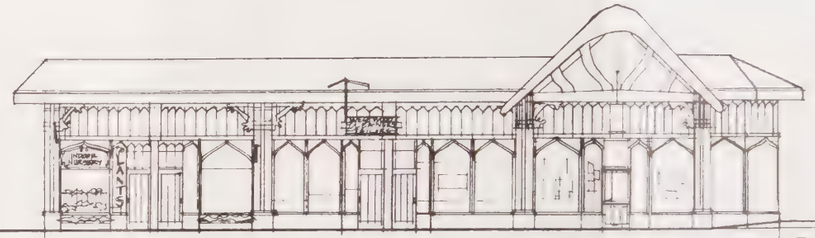
11. Design Guide Elevations

The following pages show typical block elevations on Ocean Avenue. Recommended changes for each store are listed. These are suggestions only and are not intended to be mandatory requirements.

Seven block elevations have been completed by EDAWinc. under this contract. The remaining six blocks will be completed, with EDAWinc. assistance, by City College of San Francisco students, under the supervision of Larry Franceschina, Chairman of the Architectural Department.

North Side · West of Faxon

Existing Elevation



Faxon St.

Proposed Elevation

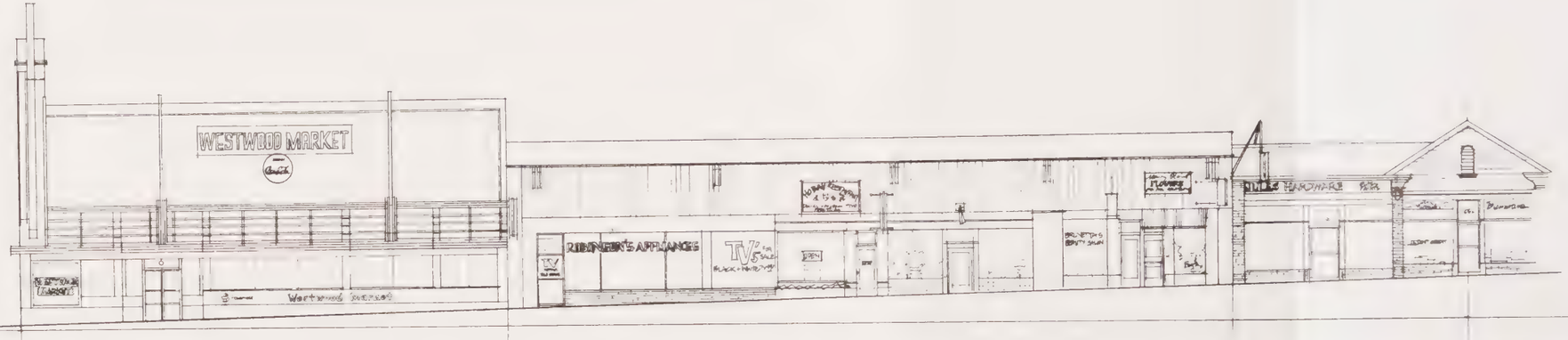
Faxon St.

Comments

A. STYLE: Convert roofing to Spanish tile; modify gable roof form and add corbels. Expose all clerestory windows.
B. SIGNS: Remove projecting signs and replace with pictorial signs as per Scissors and Lynn. Extend painted window sign motif, as per Indoor Nursery, to all arched windows. Remove all other applied window signs. Place address numbers on panels between doors and clerestory strips
C. AWNINGS: Replace existing awning with new blue fabric.
D. STOREFRONTS: Complete painting of brick splash panel.
E. COLOR: Repaint in present color scheme.

North Side · Faxon to Miramar St.

Existing Elevation



Faxon St.

Proposed Elevation

Faxon St.

Comments

A. STYLE: Extend columns through upper facade to create panels as shown. Remove horizontal members from clerestory window strip and reproportion windows. Extend vertical sign structure to ground.
B. SIGNS: Replace vertical metal sign with letters applied to integral vertical signboard. Remove all other applied signs and sign panels.
C. AWNINGS: Install awnings as indicated; yellow-orange.
D. STOREFRONT: Install low planter box for length of storefront and plant with boxwood hedge, trimmed at bottom of windows. Install shrub and tree planting to screen parking area.
E. COLOR: Paint entire building including door and window trim.

A. STYLE: Add intermediate corbels, heavy timber fascia, and install Spanish tile roofing at parapet. Replace wood veneer with stucco at upper level.
B. SIGNS: Remove all projecting, panel and applied window signs. Replace with signboard panels and minor pictorial signs. Place address numbers at top center of doorways.
C. AWNINGS: Replace existing awning with new fabric awning; blue color.
D. STOREFRONTS: No change.
E. COLOR: Paint entire building including door and window trim, doors and splash panels; same colors for all units of the building.

A. STYLE: Add heavy timber corbels and extend gable roof as per the Medical Offices building. Replace wood siding with stucco.
B. SIGNS: Remove all projecting panel and window signs. Replace with signboard panel strips. Place address numbers at top center of doors.
C. AWNINGS: Install fabric awnings; blue color.
D. STOREFRONTS: No change
E. COLOR: Paint entire building including new stucco, brick and aluminum door and window trim.

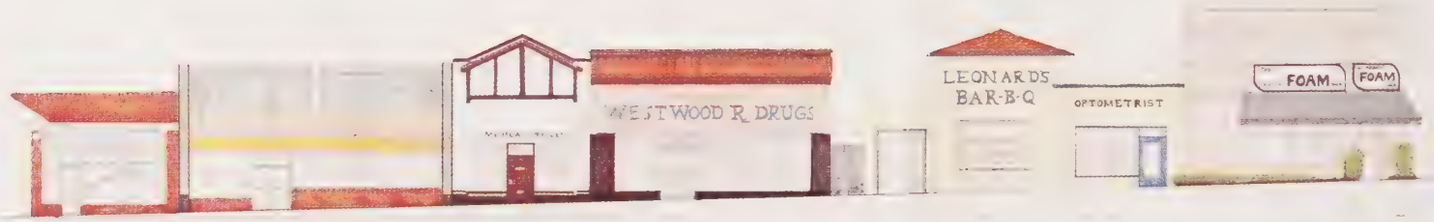
North Side · Faxon to Miramar

Housing Conservation Institute

This project is supported by a grant from the National Endowment for the Arts in Washington, a federal agency

EDAW inc

Existing Elevation



Miramar St.

Matchline

Proposed Elevation

Miramar St.

Comments

A. STYLE: No change.
B. SIGNS: Remove projecting sign and replace with strip sign applied to fixed canopy. Remove applied window graphics. Place address number on transom.
C AWNINGS: No change.
D. STOREFRONT: Modify window proportions and construct frames with heavy wood shadowbox detail.
E COLOR: Paint canopy, brick splash panel and aluminum door and window trim.

A. STYLE: Remove panel and restore clerestory window strip.
B SIGNS: Place letters above clerestory window strip. Place address number in transom.
C. AWNINGS: None.
D. STOREFRONT. Recess display windows and construct frames with heavy wood shadowbox detail. Install wood planter with boxwood hedge beneath recessed windows.
E. COLOR: No change.

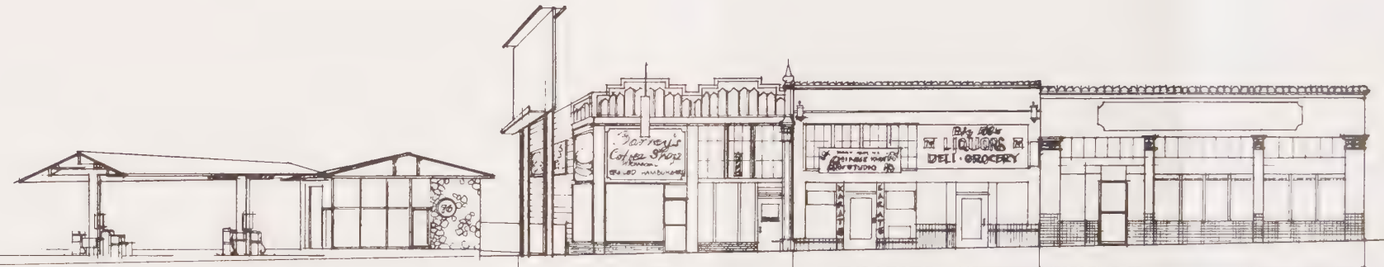
A. STYLE: No change.
B. SIGNS: Remove projecting, applied and window signs. Replace with signboard panel. Place address number in transom above door.
C. AWNINGS: None.
D. STOREFRONT: Remove veneer and replace with stucco.
E. COLOR: Paint entire building including aluminum window trim.

A. STYLE: No change.
B SIGNS: Remove painted wallsign and window signs and replace with letters applied to stucco. Place address numbers at top center of doors.
C AWNINGS: Install fabric awnings, blue color.
D STOREFRONT: Install planter box in building recess.
F COLOR: Paint entire building.

A STYLE: No change.
B. SIGNS: Remove existing signboards and replace with conforming strip sign.
C AWNINGS: Paint existing fabric awning in yellow-orange color.
D. STOREFRONT: No change.
E. COLOR: Paint entire store including aluminum door and window trim.

North Side · Miramar to Granada

Existing Elevation



Miramar St. — Granada St.

Proposed Elevation

Miramar St. — Granada St.

Comments

A. STYLE: Construct heavy timber gable fascia and convert roofing material to Spanish tile. Stucco all principal wall surfaces.
B. SIGNS: Remove large pole sign and replace with pole sign in more suitable scale with the street.
C. AWNINGS: None.
D. STOREFRONTS: No direct changes. Develop tree and shrub planting areas to screen the structure as indicated.
E. COLOR: Paint all stucco and aluminum trim. Stain heavy timber fascia.

A. STYLE: Expose clerestory windows.
B. SIGNS: Remove projecting signs and sign panels. Replace with conforming sign panels and minor pictorial signs. Place address numbers at transoms above doorways.
C. AWNINGS: None.
D. STOREFRONTS: No change.
E. COLOR: Paint all door and window trim, doors, splash panels and sign board panels.

A. STYLE: Expose clerestory windows.
B. SIGNS: Remove projecting signs, signboards, and applied window signs. Place address numbers above doorways.
C. AWNINGS: None.
D. STOREFRONTS: No change.
E. COLOR: Repaint entire building in same colors. Paint doors.

A. STYLE: Expose clerestory window strip.
B. SIGNS: Remove applied window sign and install sign panel. Place address numbers at top center of doors.
C. AWNINGS: Install awnings; yellow-orange color.
D. STOREFRONTS: Remove upper tile courses on columns to align with bottoms of windows. Improve window display.
E. COLOR: Paint aluminum door trim.

North Side · Granada to Plymouth

Existing Elevation

Proposed Elevation

Comments

A. STYLE: Acceptable.
B. SIGNS: Remove billboard. Place address number on awning.
C. AWNINGS: Install fixed fabric dome awnings in yellow-orange color.
D. STOREFRONT: Plant vines against masonry walls.
E. COLOR: Repaint stucco and masonry.

A. STYLE: Add Spanish tile parapet. Restore continuous clerestory window strip.
B. SIGNS: Remove all projecting, panel and window signs. Replace with signboard panels and minor pictorial signs. Place pressure sensitive vinyl address numbers at top center of doorway glass.
C. AWNINGS: None.
D. STOREFRONTS: No change.
E. COLOR: Repaint entire building.

A. STYLE: No change.
B. SIGNS: Install sign panel. Place address number in top center of doorway.
C. AWNING: Install awning in blue color.
D. STOREFRONT: Install wood-frame shadowbox windows. Establish panel pattern on garage doors to reduce scale. Improve display.
E. COLOR: Repaint entire building.

A. STYLE: Convert parapet to Spanish tile. Remove panel from clerestory windows.
B. SIGNS: Install strip sign panel. Place address numbers on transom windows above doorways.
C. AWNING: None.
D. STOREFRONT: Modify window graphics and improve display.
E. COLOR: Paint entire building.

A. STYLE: Remove upper level veneer and stucco. Construct heavy timber cornice. Construct panels to approximate clerestory window strip above launderette.
B. SIGNS: Remove all projecting, window and panel signs. Replace with sign panels. Place address numbers in transom windows.
C. AWNING: Install fixed awning at Viking's Subs similar in detail to that of The Friendly Foam Shop; yellow color.
D. STOREFRONT: Place low planters with boxwood hedge along building faces.
E. COLOR: Paint entire building including aluminum door and window trim.

South Side · Granada to Miramar

Existing Elevation

Granada St. — Miramar St.

Proposed Elevation

Granada St. — Miramar St.

Comments

A. STYLE: Remove vertical pattern veneer and replace with stucco. Construct heavy cornice. B. SIGNS: None. C. AWNINGS: Install awnings as indicated; red-orange color. D. STOREFRONT: Install window boxes at upper level. E. COLOR: Paint entire building including trim.	A. STYLE: Construct uniform Spanish tile parapet roof with heavy timber fascia and corbels. B. SIGNS: Install strip panel sign above awning. C. AWNINGS: Install awnings above doors and windows; blue color. D. STOREFRONT: Paint panel pattern on garage door. E. COLOR: Paint entire building including brick splash panel.	A. STYLE: No change. B. SIGNS: Maintain window sign. C. AWNINGS: None. D. STOREFRONT: Install planter box beneath display window. E. COLOR: Paint entire building including aluminum door and window trim and metal gate.	A. STYLE: Construct heavy wood cornice. B. SIGNS: Remove projecting panel and painted signs and install conforming signboard panel. C. AWNINGS: None. D. STOREFRONT: Install window boxes beneath second floor windows. E. COLOR: Paint entire building including aluminum window trim and metal gate.	A. STYLE: No change. B. SIGNS: Remove sign panel and install conforming strip signs. C. AWNINGS: None. D. STOREFRONTS: Repair open joint windows. E. COLOR: Paint entire building including aluminum door and window trim.	A. STYLE: Construct Spanish tile parapet roof. B. SIGNS: Remove projecting signs and applied window graphics and install strip signs. C. AWNINGS: None. D. STOREFRONTS: Paint patterns on interior of windows as per The Indoor Plant detail. E. COLOR: Paint entire building including splash panel.	A. STYLE: Construct heavy wood cornice. B. SIGNS: None. C. AWNINGS: Install fabric awnings as indicated; red-orange color. D. STOREFRONT: Restore and plant planter box E. COLOR: Paint entire building including brick at storefront level.

South Side · Miramar to Capitol

Housing Conservation Institute

This project is supported by a grant from the National Endowment for the Arts in Washington, D.C., a Federal Agency

EDAW inc.

Existing Elevation

Miramar St. — Capitol St.

Proposed Elevation

Miramar St. — Capitol St.

Comments

A. STYLE: Expose clerestory window strip. Install window boxes as shown.
B SIGNS: Remove all signboard and window signs and replace with strip sign panels.
C AWNINGS: Install fabric awning over Tommy's doorway; conform with curve above; red-orange color.
D STOREFRONTS. Replace splash panel veneer with dark blue glazed tile.
E COLOR: Paint storefront of Tommy's with color to match upper portion of building.

Apply Architectural Guide Standards to new structure.

A. STYLE: Construct Spanish tile parapet roof to match Fahy Plumbing.
B SIGNS: Remove all projecting, painted, applied and illuminated window signs. Replace with strap sign panel above awning. Place address number in panel over doorway.
C. AWNINGS: Install fabric awning as shown. Blue color.
D. STOREFRONT: Install planter boxes with boxwood hedges beneath windows.
E. COLOR: Paint entire building.

A. STYLE: Install clerestory window strip above storefront.
B SIGNS: Remove window sign and replace with strip sign panel above clerestory windows
C AWNINGS: None.
D STOREFRONTS: Paint pattern on garage door as shown in order to emphasize its verticality. Install shadowbox wood frame window as shown.
E. COLOR: Paint entire building including aluminum door trim.

A. STYLE: No change.
B. SIGNS: Remove projecting and window signs and replace with strip sign panels above clerestory windows.
AWNINGS: None.
D STOREFRONTS: Modify windows with shadowbox wood frame details to reduce scale as shown.
E. COLOR: Paint entire building including aluminum doors.

A. STYLE: No change.
B. SIGNS: Remove existing panel and install conforming strip sign.
C AWNINGS: None.
D. STOREFRONT Replace window screens with wood shutters.
E. COLOR: Paint entire building including aluminum door and window trim and metal gates.

A. STYLE: No change.
B. SIGNS Remove projecting and panel signs and replace with conforming strip sign above doorway.
C. AWNINGS: None.
D. STOREFRONT: Modify storefront opening as indicated. Remove glass blocks and replace with stucco. Install wall planter at entry.
E. COLOR: Paint entire building.

A. STYLE: No change.
B. SIGNS Remove pro- and panel- replace with strip signs address number center of doors.
C [illegible] install fab-
D. [illegible]
E. [illegible] entire

South Side · Capitol to Faxon

Housing Conservation Institute

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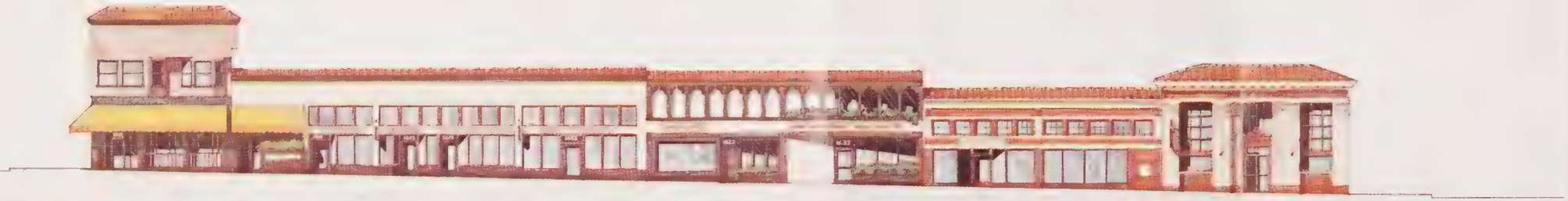
EDAW inc.

Existing Elevation

Capitol St. — Faxon St.

Proposed Elevation



Capitol St. — Faxon St.

Comments

A. STYLE: No change.
B. SIGNS: Remove projecting sign and sign panel and replace with conforming strip sign.
C. AWNINGS: Install fabric awnings on both facades; yellow-orange color.
D. STOREFRONT: No change.
E. COLOR: Paint storefront veneer, and aluminum door and window trim.

A. STYLE: Remove veneer at upper levels
B. SIGNS: Remove projecting signs, panel signs and window graphics; replace with conforming strip signs and minor pictorial signs. Place address numbers in transom panels.
C. AWNINGS: None
D. STOREFRONTS: Remove stone veneer from the Avenue Club and replace with stucco; incorporate planter as indicated. Replace tile splash panels with consistent material
E. COLOR: Paint entire building including door and window trim

A. STYLE: Construct Spanish tile parapet roof in alignment with other facades. Construct sign panel and heavy wood screen with arch forms beneath parapet. Stucco sign panels.
B SIGNS: Remove projecting sign and apply letters to sign panel.
C Awnings: None.
D STOREFRONTS: Construct new display window at Wheatley's. Stucco over masonry at Horn's. Install planter boxes in recessed entry areas.
E COLOR: Paint and stain entire building, including aluminum door and window trim

A. STYLE: No change.
B. SIGNS: Remove projecting signs and replace with conforming strip signs and minor pictorial signs.
C. AWNINGS: None.
D. STOREFRONTS: No change.
E. COLOR: Paint all brick veneer and door and window trim.

South Side · Ashton to Victoria

Existing Elevation

Proposed Elevation

Comments

1901

A. STYLE: Construct heavy timber cornice.
B. SIGNS: Remove projecting window and panel signs and replace with conforming strip signs.
C. AWNINGS: Install fabric awnings on exposed facades; yellow-orange color.
D. STOREFRONT: Remove storefront veneer.
E. COLOR: Paint entire building, including aluminum door and window trim.

1906

A. STYLE: Construct Spanish tile parapet roof.
B. SIGNS: Remove projecting sign and window graphics; replace with conforming sign strip above awning. Place address number at center top of doorway.
C. AWNINGS: Install fixed fabric awning as indicated; blue color.
D. STOREFRONT: Improve display. Install planter boxes with boxwood hedge in recessed area.
E. COLOR: Paint entire building including aluminum door and window trim.

1907

A. STYLE: Remove wood veneer and decorative elements and replace with stucco. Express columns, as shown, from ground to parapet. Construct clerestory window strip.
B. SIGNS: Replace applied letters with conforming strip sign. Place address numbers at top center of doorway.
C. AWNINGS: None.
D. STOREFRONT: Continue stucco treatment. Install metal gate at areaway.
E. COLOR: Paint entire building including metal gate.

1908

A. STYLE: No change.
B. SIGNS: Remove projecting sign.
C. AWNINGS: Repaint existing awning blue color.
D. STOREFRONT: Remove light colored horizontal stripes from tile area and replace with color to match red tile.
E. COLOR: Paint aluminum door trim.

1909

A. STYLE: No change.
B. SIGNS: Remove projecting and panel signs. Replace with conforming strip sign. Place address numbers in transom above doorway.
C. AWNINGS: None.
D. STOREFRONT: No change.
E. COLOR: Paint entire building, including splash panel and aluminum door frame.

1910

A. STYLE: Construct tile parapet roof. Remove upper veneer and valance and replace with stucco.
B. SIGNS: Remove projecting signs and replace with conforming strip sign. Place address numbers at top centers of doorways.
C. AWNINGS: Install fixed valence awning as indicated; blue color.
D. STOREFRONT: Remove stone veneer and replace with stucco. Install planters.
E. COLOR: Paint entire building including door and window trim.

1911

A. STYLE: No change.
B. SIGNS: Remove projecting signs. Replace with minor strip signs and minor pictorial signs. Install conforming window signs. Place address numbers on frames above doorways.
C. AWNINGS: None.
D. STOREFRONTS: No change.
E. COLOR: Construct uniform splash panel to match majority of existing tile detail.

1941

A. STYLE: Construct Spanish tile parapet roof. Uncover clerestory window strip.
B. SIGNS: Remove window graphics. Apply conforming letters to existing sign strip. Make address numbers conform in size.
C. AWNINGS: None.
D. STOREFRONT: No change.
E. COLOR: Paint entire building.

South Side · Ashton to Victoria

Existing Elevation

Proposed Elevation

Matchline

Comments

A. STYLE: No change.
B. SIGNS: Remove projecting sign and window graphics; replace with strip sign above clerestory strip and minor pictorial signs. Place address numbers in transoms.
C. AWNINGS: None.
D. STOREFRONTS: Improve window displays.
E. COLOR: No change.

A. STYLE: Construct Spanish tile parapet roof with heavy wood fascia and supporting corbels. Construct wood screen to approximate appearance of clerestory window strip.
B. SIGNS: Remove existing signboard and replace with conforming strip sign.
C. AWNINGS: None.
D. STOREFRONT: Remove veneer and replace with stucco. Extend columns from ground to parapet fascia.
E. COLOR: Repaint entire building.

A. STYLE: Construct heavy wood cornice. Construct clerestory window strip at facade.
B. SIGNS: Remove projecting and painted signs. Install signboard panels above clerestory strip.
C. AWNINGS: None.
D. STOREFRONTS: Install planter boxes in entry recess.
E. COLOR: Paint all stucco.

A. STYLE: Remove gable and construct Spanish tile roof. Replace wood siding with stucco.
B. SIGNS: Replace existing projecting sign with conforming projecting sign. Make window sign conform.
C. AWNINGS: None.
D. STOREFRONTS: Replace wooden gate with metal gate.
E. COLOR: Paint entire building including window and door trim, and metal gate.

A. STYLE: Construct heavy wood cornice. Simplify stucco facade relief detailing as shown. Replace upper windows.
B. SIGNS: Remove existing sign panel and window graphics; replace with conforming strip sign. Place address numbers at top center of doorway.
C. AWNINGS: None.
D. STOREFRONT: Install planter boxes with boxwood hedge beneath display windows. Install metal gate at doorway to stairs.
E. COLOR: Paint entire building including aluminum door and window trim.

A. STYLE: Make roof and fascia modifications as indicated.
B. SIGNS: None.
C. AWNINGS: None.
D. STOREFRONT: Modify fence and install metal gate as indicated.
E. COLOR: Paint where necessary to make modifications conform with existing building.

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